

**Direct Care Workforce Committee**  
**Aires, 2140 E. Greenway Rd., Phoenix**  
**September 27, 2007**

**Minutes**

1. Alan Schafer called the meeting to order and thanked Wendy Ketterer for hosting the meeting.
2. The minutes from September 24, 2007, were approved.
3. The Committee members present confirmed the name change from Core Curriculum and Expansion Committee to Direct Care Workforce Committee.
4. The topic of committee membership had been tabled at the last meeting. A brief discussion ensued about the advantages and disadvantages of having a large membership, open to anyone who wanted to attend, vs. a smaller defined membership. Several members indicated that the committee might become more effective if there were a defined membership, a smaller group that would participate regularly. Meetings would still be open to the public. Alan and Jutta were asked to develop a list of constituencies (for- and non-profit providers, rural and urban areas, care recipients) that should be represented on the committee. Discussion of the list will be put on the agenda for the November meeting.
5. The Sub-Committees presented brief reports on their workplans; copies of the workplans are attached. All Sub-Committees indicated that they had just met to organize their meetings and develop an agenda, but did not yet have any recommendations. Alan Schafer explained the process for implementation of recommendations: the sub-committees will submit their recommendations to the full Direct Care Workforce Committee, which will then submit its reports and recommendations to the Interagency Council on Long-Term Care. The agencies represented on the Council will then consider further steps. Any additional comments and suggestions for the sub-committees should be sent to Jutta.
  - a. Diane Logan presented the workplan for the Standards & Certification Sub-Committee.
  - b. Ted Roush presented the workplan for the Teaching & Delivery Methods Subcommittee and added that the Sub-Committee has been discussing the need for a standardized test. James Tiffany, DHS-Office of Assisted Living Licensing, explained that DHS-approved providers of training for caregivers of assisted living facilities also need to be approved for private post-secondary education. This may become relevant to direct care training if it is aligned with assisted living training.
  - c. Wendy Ketterer presented the workplan for the Public Education & Marketing Sub-Committee and added that funding would be needed for implementation of any marketing activities. Several suggestions were made by other committee members: work with the Caregiver Coalition, research similar work by ANCOR and the Direct CareGiver Association, consider a webpage with a job board for this initiative, plan activities that would get more people talking about direct care issues and generate media coverage, e.g. an e-newsletter and telephone-audio-conferences. Other suggestions included looking for grants, collecting stories of

people affected, and a group of organizations possibly jointly hiring a marketing firm.

6. Committee members started brainstorming to generate suggestions for the whole committee's workplan to be submitted to the Interagency Council on Long-Term Care. The groups had the following suggestions and asked that a draft be prepared for the next meeting for further discussion:
  - a. Advocacy and public awareness
  - b. Advocacy in state organizations and with elected officials
  - c. Compensation of direct care professionals
  - d. Consistency among agencies in regard to requirements
  - e. Professionalism for direct care workers
  - f. Research into personnel shortages, vacancy and turnover rates, gap reporting, elder abuse statistics, reports from Arizona Town Hall meetings, the effect of marketing on young people.
7. Announcements
  - a. A handout with the membership of the legislative study group formed by HR 2587 was passed out. Dawn DeMers reported that the group would meet for the first time November 5, 2007, at 1:30 pm in the State Senate Hearing Room.
  - b. John Durbin reported that Dementia & Alzheimer's disease training module is nearly finished and that it represents comprehensive training in the latest insights into these diseases. The Alzheimer's Association is not copyrighting this material, allowing users to use and copy the material freely.
  - c. Gateway Community College has received a grant to develop a Caregiver Career Development & Placement program for Boomers and plans a kick-off event on October 19, 10 – 1, in the Auditorium of the Center for Health Careers in Education.
8. The following agenda items were suggested for the next meeting: representation of constituent groups on the committee, discussion of a workplan draft for the committee, and updates from the sub-committees. The next meeting is scheduled for November 15, 1-3 pm, location to be determined.

Prepared by Jutta Ulrich  
October 3, 2007

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**Attendance**

1. Marian Lupu, for Debra Adams	Pima Council on Aging
2. Bob Baxter	Cypress Home Care Solutions
3. Soleste Lupu, for Judy Clinco	Direct Caregiver Association
4. Gwen Dean	ABIL
5. Dawn DeMers	Home Instead Senior Care
6. John Durbin	Alzheimer's Association, Desert SW
7. Angela Farley-Schmid	Evercare
8. Ida Jones	Creative Networks
9. Jim Knaut, for Mary Lynn Kasunic	Area Agency on Aging Region ONE
10. Wendy Ketterer	AIRES
11. Lynn LaBrie (by phone)	Arizona Western College
12. Diane LeFevre	Children & Family Alliance
13. Diane Logan	AIRES
14. Linda Mariano	CPES
15. Robin Moise	AIRES
16. CJ O'Connor	Area Agency on Aging Region ONE
17. Heidi Otis	Arizona Health Care Association
18. John Linda, for Kathleen Pagels	Arizona Health Care Association
19. Phil Pangrazio	ABIL
20. Veronique Parker	Phoenix College
21. Ted Roush	Pima Community College
22. Barb Savage	Gateway Community College
23. Alan Schafer	AHCCCS
24. Debbie Seplow	Home Instead Senior Care
25. James Tiffany	Dept. of Health Services, Assisted Living Licensing
26. Jutta Ulrich	DES, Division of Aging and Adult Services
27. Tom Uno (by phone)	Institute for Human Development, NAU
28. Trisha Zahn	Alzheimer's Association, Desert SW